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75
YEARS
Saluting the County Crop Report

2002
Annual Report



San Luis Obispo County Department of Agriculture

San Luis Obispo County Department of Agriculture Weights and Measures

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Will Corcoran
Richard Greek

Nathan Paul
CeRae Speidel



The face of agricultural production in San Luis Obispo County has changed dramatically over the past 75 years.

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The Mills family photos by Chris Morris
Saucelito Canyon Vineyard
The Eto family

A Note from Robert Lilley

San Luis Obispo County
**Agricultural
Commissioner/Sealer**



San Luis Obispo County crop values for 2002 are estimated at \$478,993,000 representing an approximate 2.2% decrease from 2001 values. The largest reduction is an approximate 14.6% decrease in wine grape values attributed to reduced production and price in response to an oversupply. Modest increases occurred in nursery and vegetables values while other commodity groups were stable. Agriculture in San Luis Obispo County continues to be a significant and diversified economic force, directly enhancing the quality of life for all county residents.

This year's theme, "75 Years of Crop Reporting in San Luis Obispo County," reflects back on our significant and ever-changing agricultural industry. Many major changes affecting agriculture have occurred in just the last 25 years. Most notable is the shift in cropping patterns from dry-farmed grains and beans to intensive agriculture such as wine grapes and nurseries. In contrast, the vegetable and beef cattle industries have remained a constant agricultural contributor over the 75 year period, adapting to changing conditions and markets.

The downturn in 2002 value is a common condition facing local agriculture today in dealing with the supply and demand system of marketing, resulting in fluctuating prices and other market challenges. The agricultural industry increasingly needs to have flexibility to meet rapidly changing conditions affecting production and marketing.

This year we honor Richard Greek for his 24 years of outstanding service working for the San Luis Obispo County Department of Agriculture and Weights and Measures. Information about our former Agricultural Commissioner/Sealer can be found on the next page.

We would like to thank all of the hard working farmers, ranchers, and nurserymen who produce food, fiber, and nursery products enjoyed by all, and the department's staff who compiled the report.

Robert Lilley



Richard Greek

This Annual Report is dedicated to Richard Greek for his 24 years of devoted service to Agricultural Commissioner/Sealer programs, and public administration at the county, state, and federal level where he skillfully demonstrated leadership in creating positive change benefiting the citizens of the county and the state.

Richard brought to government strong personal character, where he was held in highest esteem for his values, morals, and professional standards of conduct. He demonstrated unwavering ability to put process and the needs of others above personal interests resulting in exceptional vision, leadership and management of difficult and complex issues.

Departmental staff wish to salute the moral character, integrity, work ethic, respect and confidence that Richard provided as the Assistant Agricultural Commissioner from 1978 to 1984 and as the Agricultural Commissioner/Sealer from 1984 to 2002.

The citizens of the county continue to benefit from Richard's experience as he addresses new challenges as the San Luis Obispo County Personnel Director.



Meet the Mills Family



Delbert, Garrett and Mike Mills

The Mills family has a rich 63-year heritage of farming in California. Since taking over the land lease from the Marshburn clan in the Oso Flaco Valley, the Mills have been farming here in San Luis Obispo County for the past 36 years. Mike (*kneeling on the right*) has taken over the helm from his father, Delbert (*standing*). Garrett, seven years old, (*sitting on dad's lap*) loves playing in the dirt but hasn't committed to taking over the family business – at least not yet.

Mills Farms currently plants 1500 acres of fresh market broccoli per year. They produce 1 million cartons during the months of March through December. Much of their broccoli is cooled, iced, and sent by ship for the 17 to 18 day trip to Japan.

According to Delbert and Mike, there have been prominent changes in farming practices through the years. The most noteworthy are the improved product cooling technologies, the minimum tillage practices most farmers have implemented, improved irrigation practices, hybrid seed development, trucking versus railroad for transportation of fresh produce across the country, and the gradual change from using 40-horsepower tractors with 6-foot discs, to 300-horsepower tractors with 18-foot discs. All of these modern technologies allow costs to stay as low as possible, and help them remain competitive in the ever-changing marketplace. According to Mike, a major challenge for family farmers has been the consolidation of supermarket retailers that control product pricing and keep competition high.

Mike continues the trend of implementing progressive agricultural practices. His goal is coupled with the promise to continue to be an active steward of the land by working to protect the health of the soil, water, air, wetlands, and surrounding environment, a legacy Garrett may someday proudly follow.

The San Luis Obispo County Agriculture Department extends our sincere appreciation to the entire farming community and our desire for continued agricultural success.

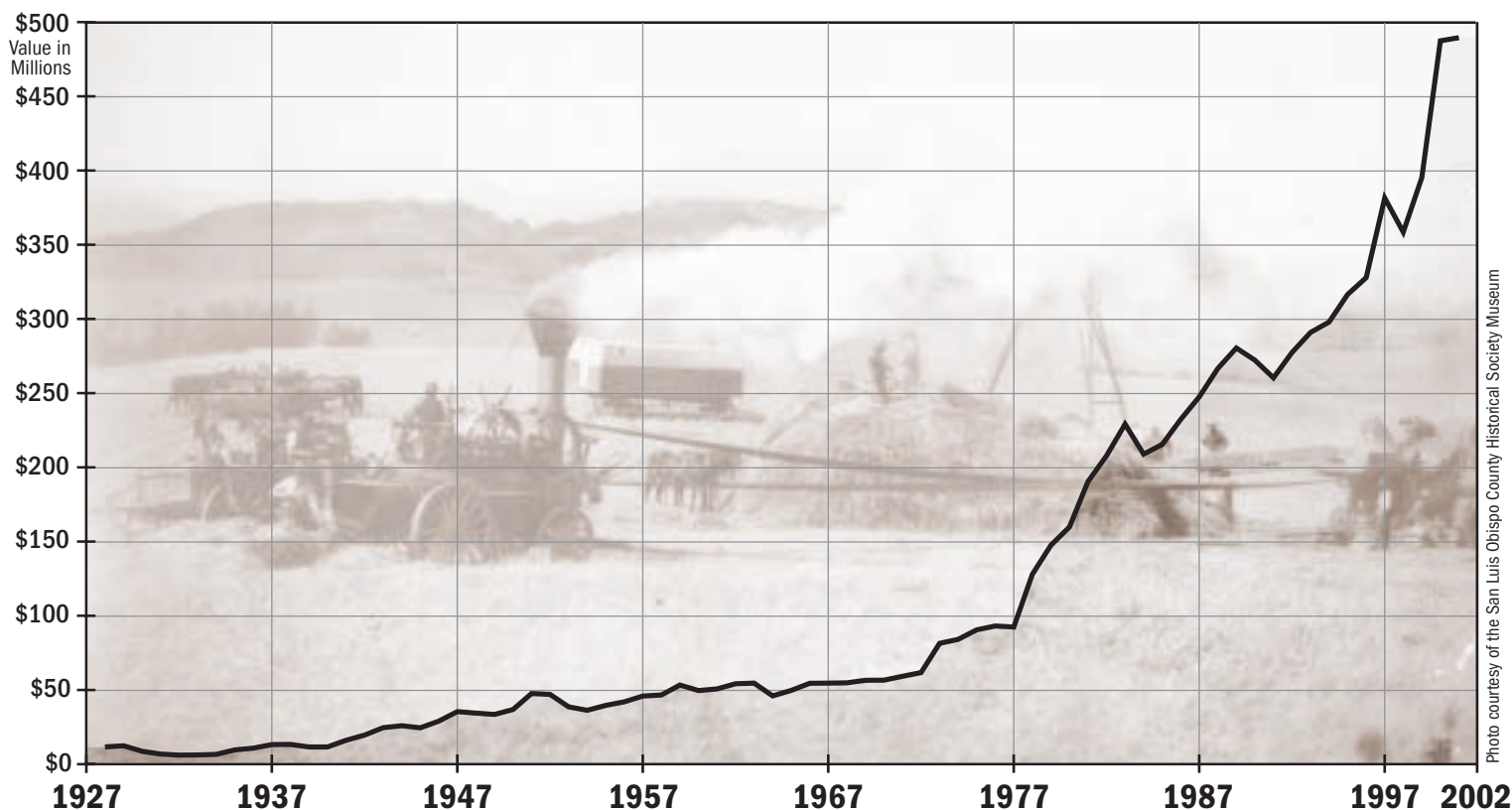
Commodity Valuation

1927 – 2002

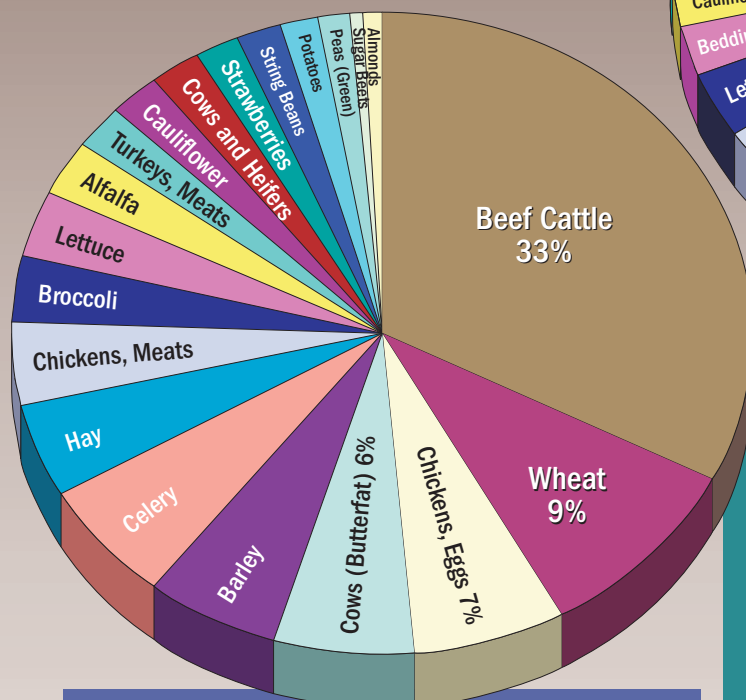
Commodity valuations (not adjusted for inflation) increased gradually in San Luis Obispo County from 1927 through the mid-1970s. Changes in cropping patterns, from extensive agriculture such as dry-farmed grain and beans, to intensive agriculture such as vineyard and nurseries, caused values to increase sharply from the mid-1970s through the new

millennium. Intensive agriculture produced a much higher return per acre, thus moving overall valuations nearing the half-billion dollar value per year. The vegetable industry has consistently been the number one commodity group during the 75-year history of crop reporting, maintaining and/or increasing values throughout the century, until the year 2000 when Fruit and Nut

became the number one category due to the rapidly expanding wine grape industry. The historic cattle industry consisted of both dairy and beef cattle through the late 1960s to the early 1970s until the dairy industry left the county by the early 1970s. Beef cattle continue to be a significant industry in the county, ranking in the top five crops throughout the 75-year period.

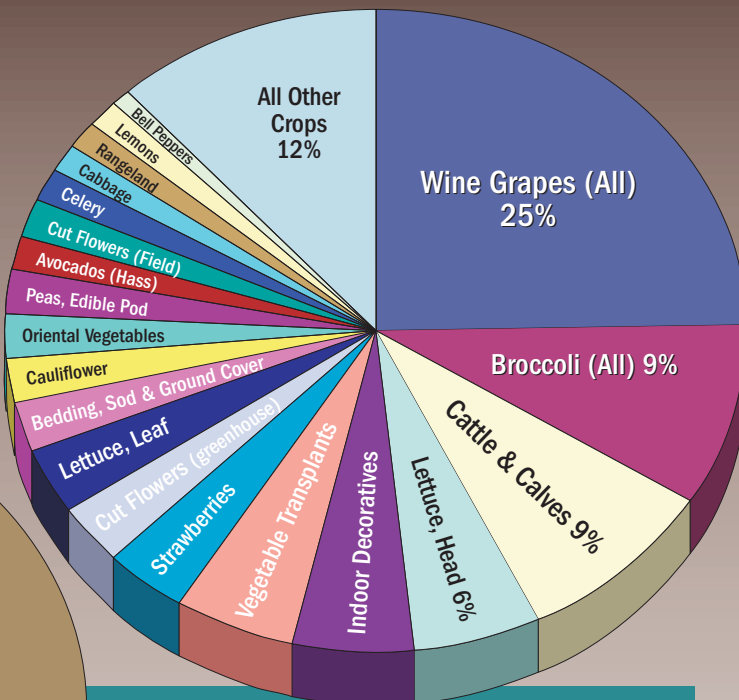


Top Twenty Value Crops



1952

COMMODITY	VALUATION
1. Beef Cattle	\$14,200,000.00
2. Wheat	\$3,993,900.00
3. Chickens, Eggs	\$2,895,100.00
4. Cows (Butterfat)	\$2,680,400.00
5. Barley	\$2,618,900.00
6. Celery	\$2,583,000.00
7. Hay	\$2,058,000.00
8. Chickens, Meats	\$1,839,500.00
9. Broccoli	\$1,485,100.00
10. Lettuce	\$1,466,000.00
11. Alfalfa	\$1,134,000.00
12. Turkeys, Meats	\$1,027,800.00
13. Cauliflower	\$978,400.00
14. Cows and Heifers	\$900,000.00
15. Strawberries	\$876,600.00
16. String Beans	\$817,000.00
17. Potatoes	\$790,500.00
18. Peas (Green)	\$524,800.00
19. Sugar Beets	\$327,400.00
20. Almonds	\$310,200.00



2002

Commodity	Valuation
1. Wine Grapes (All)	\$117,896,000
2. Broccoli (All)	\$44,818,000
3. Cattle and Calves	\$41,984,000
4. Lettuce, Head	\$26,482,000
5. Indoor Decoratives	\$26,000,000
6. Vegetable Transplants	\$25,330,000
7. Strawberries	\$16,816,000
8. Cut Flowers (Greenhouse)	\$15,010,000
9. Lettuce, Leaf	\$15,004,000
10. Bedding Plants, Sod & Ground Cover	\$12,340,000
11. Cauliflower	\$10,730,000
12. Oriental Vegetables	\$10,683,000
13. Peas, Edible Pod	\$10,222,000
14. Avocados (Hass)	\$9,196,000
15. Cut Flowers (Field)	\$8,955,000
16. Celery	\$7,486,000
17. Cabbage	\$6,907,000
18. Rangeland, Grazed	\$6,630,000
19. Lemons	\$6,093,000
20. Bell Peppers	\$5,078,000

The comparisons of the top 20 crops over a 50 year period reveal dry farming and livestock dominated agriculture in 1952. The industry changed to more “intensive” agriculture by 2002.

Departmental Goals for 2003

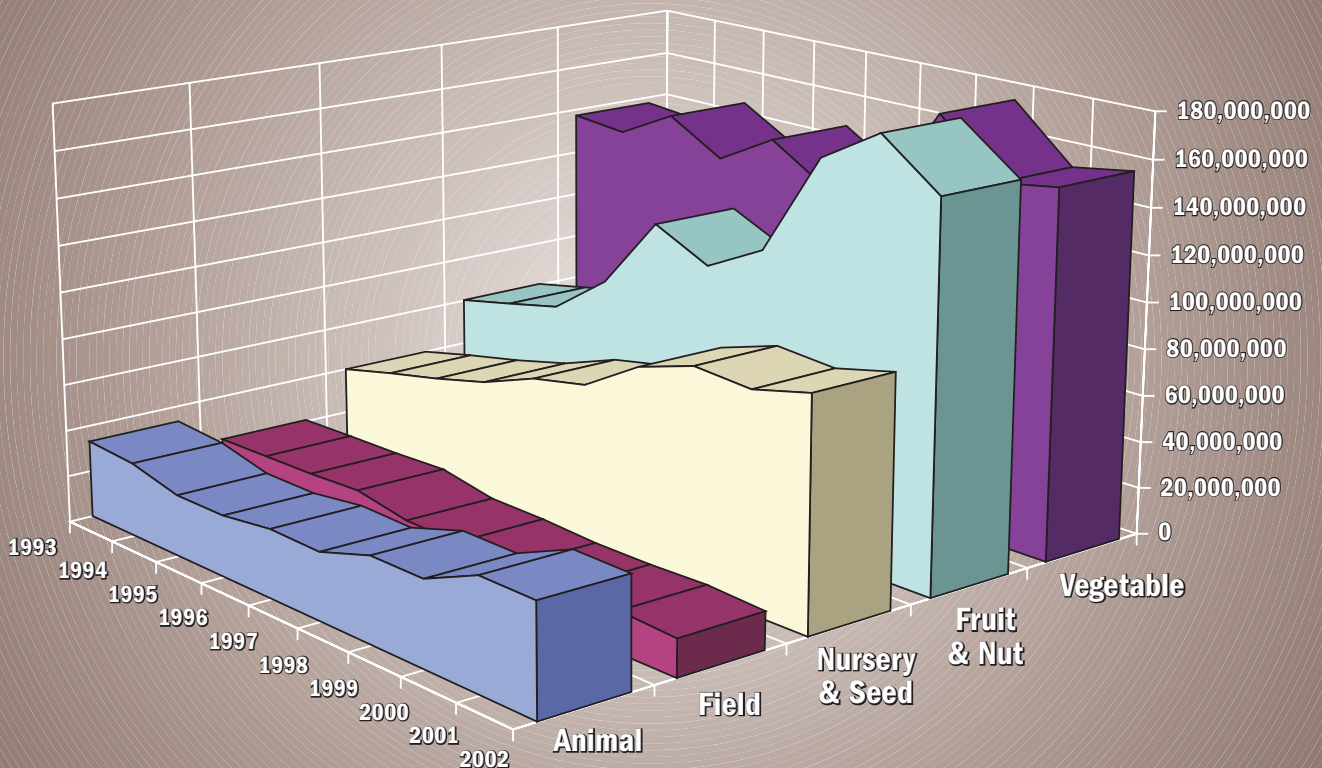
The following goals are in addition to existing programs conducted by the department:

- Conduct a local survey for Exotic Newcastle Disease to support California's poultry industry.
- Provide leadership and coordination in providing vector control services to the citizens of the county.
- Transition the glassy-winged sharpshooter program from an emergency effort to an ongoing program.
- Implement the new federal organic laws locally.
- Prepare cluster land division ordinances for adoption by the Board of Supervisors.
- Provide internet access for submission of pesticide use reports.
- Support agriculture through participation in watershed planning and environmental protection.
- Broaden the scope of Weights and Measures price verification efforts in order to further enhance consumer confidence in the marketplace.



Comparison of Valuation of Major Groups During the Past Ten Years

YEAR	ANIMAL	FIELD	NURSERY & SEED	FRUIT & NUT	VEGETABLE	TOTAL
1993	33,102,000	20,666,000	39,783,000	60,353,000	137,316,000	291,220,000
1994	31,431,000	21,020,000	45,517,000	65,476,000	134,784,000	298,228,000
1995	26,188,000	21,340,000	50,534,000	70,975,000	147,771,000	316,808,000
1996	26,013,000	22,445,000	56,399,000	89,171,000	134,047,000	328,075,000
1997	29,223,000	18,056,000	65,486,000	120,912,000	148,129,000	381,806,000
1998	28,665,000	17,614,000	70,296,000	109,351,000	132,895,000	358,821,000
1999	36,031,000	16,296,000	85,353,000	122,450,000	135,393,000	395,523,000
2000	35,881,000	16,180,000	93,171,000	166,779,000	175,643,000	487,654,000
2001	46,517,000	17,025,000	91,295,500	182,415,000	152,531,000	489,783,500
2002	46,161,000	15,595,000	97,377,000	163,173,000	156,687,000	478,993,000



San Luis Obispo County – 75 Years of Crop Reporting

“POVE”

Pismo Oceano Vegetable Exchange Founded

Family farms work together to increase cooperative benefits

Dust Bowl Decimates U.S. Crops

Pasteurized Milk

Delivery begins in San Luis Obispo on March 1

Milk Grading

Quality standards established by state department of agriculture



Victory Gardens

Government offers advice for home-grown vegetables

Agricultural Workers Up For Induction

Ag workers in county 2-C and between the ages of 18 and 26 are rapidly called up for pre-induction physical examinations.

County Cattlemen Discuss Emergency Drouth Action

State Range Conditions Worst Ever

Process for Making Instant Potato Flakes Developed

Acres Farmed

Dryland = 197,851
Irrigated = 37,077

Killer Bees Introduced into the Americas

County Leads State in Barley Production

County Egg Production Reaches 53 Million

DDT Banned

First pesticide to be banned in U.S.

Flooding Throughout SLO County

County Ag Detective Work Nips Fruit Flies

A potential crop-damaging infestation of the Oriental fruit fly was averted.

Prop 65

“Safe Drinking Water and Toxic Enforcement Act” passed by California voters.

Broccoli Snubbed by President Bush

Claims that his mother made him eat it as a kid. Local growers ship 10 tons to the Capitol Area Food Bank in Washington, D.C..

‘Organic’ Produce Registration Enacted



“Dolly” the Sheep Cloned

Acres Farmed

Dryland = 54,390
Irrigated = 77,110

“END” Discovered in California Poultry

Exotic Newcastle Disease (END) is a very serious contagious and often fatal disease that affects most species of birds.

1920
Ag Population
27%

1940
Ag Population
18%

1970
Ag Population
5%

2000
Ag Population
2%

1927 1928

1930 1931

1941

1945

1948

1954

1956

1961

1965

1972

1978

1982

1986

1989

1990

1992

1996

2001

2002

1927

1937

1947

1957

1967

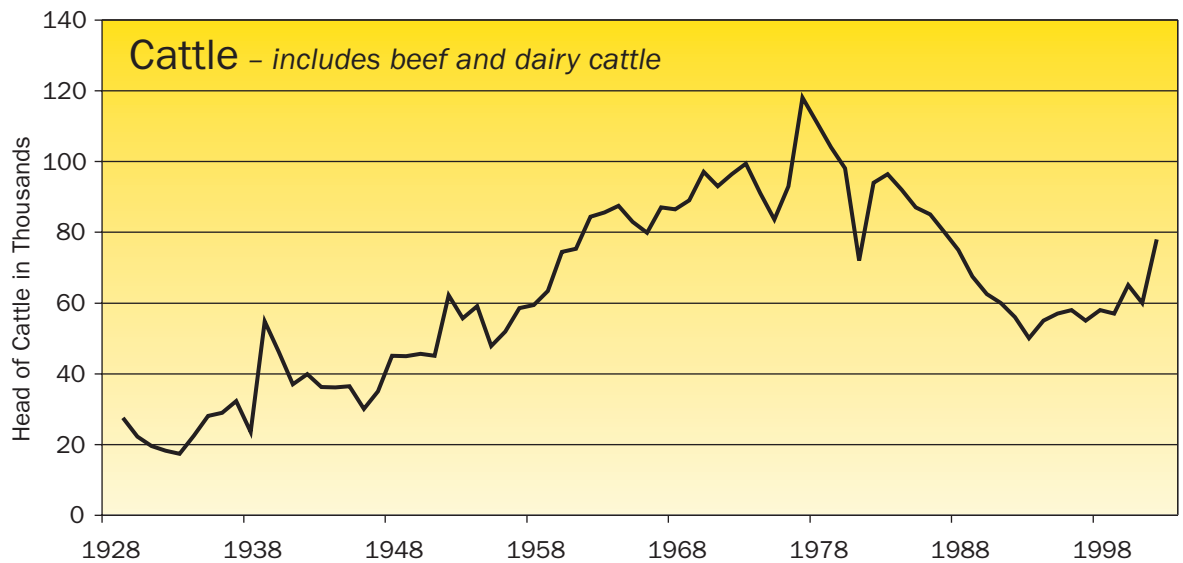
1977

1987

1997

2002

Animal Industry



Commodity	Year	No. of Head	Production	Unit	Per Unit	Total
Cattle and Calves	2002	82,000	524,800	Cwt	80.00	\$41,984,000
	2001	78,000	520,700	Cwt	82.00	\$42,697,000
Milk	2002		45,503	Cwt	12.80	582,000
	2001		43,111	Cwt	14.98	646,000
Sheep and Lambs	2002	8,000	10,400	Cwt	67.00	697,000
	2001	7,600	9,500	Cwt	72.50	689,000
Miscellaneous*	2002					2,898,000
	2001					2,485,000
TOTAL	2002					\$46,161,000
Animal Industry	2001					\$46,517,000

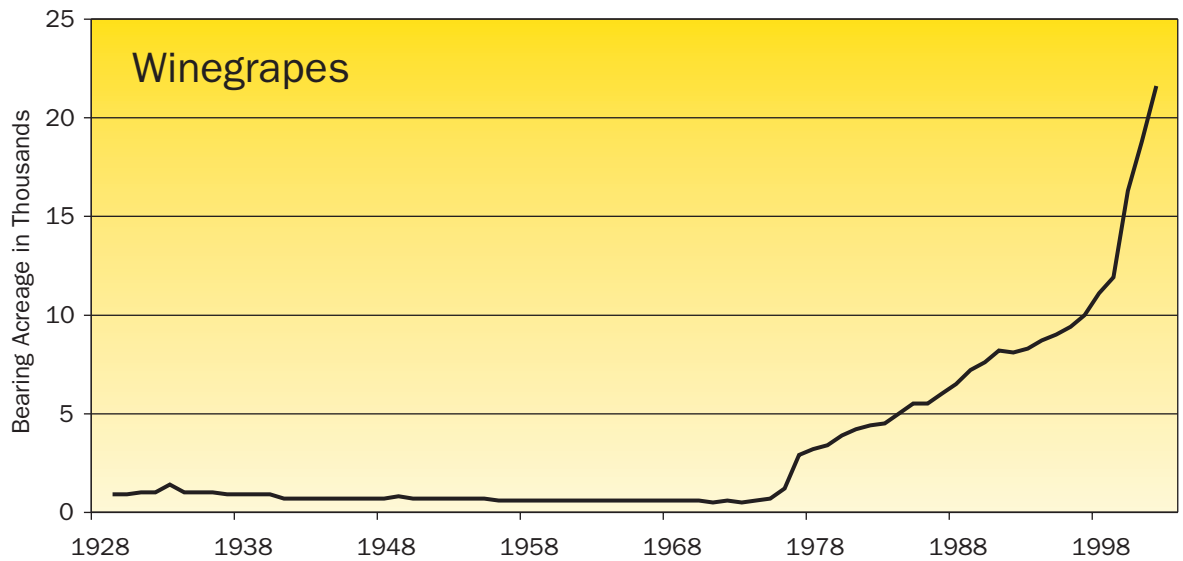
*Aquaculture, Bees wax, Eggs, Game Birds, Goats, Hogs, Honey, Pollen, Pollination, Poultry, Wool



Photos by Chris Morris
courtesy of the
Pioneer Museum
in Paso Robles



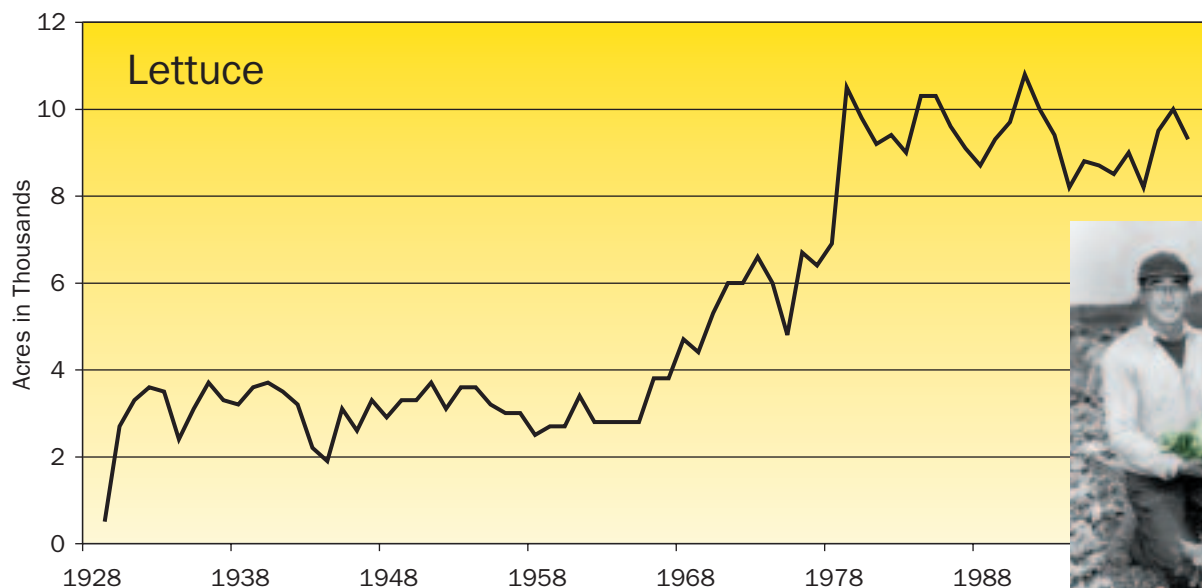
Fruit and Nut Crops



Crop	Year	Acreage		Production		Unit	Per Unit	Total
		Planted	Bearing	Per Acre	Total			
Apples	2002	1297	1,270	6.500	8,255	Ton	\$364.00	\$3,005,000
	2001	1270	1,270	9.300	11,811	Ton	\$265.00	\$3,130,000
Avocados (Hass)	2002	2666	1,362	3.200	4,358	Ton	2,110.00	9,196,000
	2001	1838	1,193	4.580	5,464	Ton	1,980.00	10,819,000
Avocados (Other)	2002	231	165	3.840	634	Ton	740.00	469,000
	2001	51	49	4.600	225	Ton	440.00	99,000
Grapes, Wine (All)	2002	28,152	25,206		95,101			117,896,000
	2001	27,600	21,614		104,107			138,054,000
Chardonnay	2002		4,823	3.636	17,536	Ton	1,384.00	24,270,000
	2001		4,136	5.080	21,011	Ton	1,528.00	32,105,000
Sauvignon Blanc	2002		947	5.143	4,870	Ton	916.00	4,461,000
	2001		812	6.270	5,091	Ton	967.00	4,923,000
White Wine (Other)	2002		786	3.473	2,730	Ton	1,012.00	2,763,000
	2001		674	5.150	3,471	Ton	1,021.00	3,544,000
Cabernet Sauvignon	2002		7,904	3.752	29,656	Ton	1,230.00	36,477,000
	2001		6,776	4.960	33,609	Ton	1,306.00	43,893,000
Merlot	2002		3776	4.129	15,591	Ton	1,221.00	19,037,000
	2001		3238	5.030	16,287	Ton	1,309.00	21,320,000
Pinot Noir	2002		1117	2.482	2,772	Ton	2,290.00	6,349,000
	2001		958	3.180	3,046	Ton	2,404.00	7,324,000
Syrah	2002		1876	3.720	6,979	Ton	1,369.00	9,554,000
	2001		1609	3.610	5,808	Ton	1,435.00	8,335,000
Zinfandel	2002		2,473	3.930	9,719	Ton	867.00	8,426,000
	2001		2,121	4.820	10,223	Ton	964.00	9,855,000
Red Wine (Other)	2002		1,504	3.489	5,247	Ton	1,250.00	6,559,000
	2001		1,290	4.310	5,560	Ton	1,215.00	6,755,000
Lemons	2002	1614	1,405	14.080	19,782	Ton	308.00	6,093,000
	2001	1290	1,210	14.070	17,025	Ton	216.00	3,677,000
Pistachios*	2002							
	2001	320	320	0.193	62	Ton	1,960.00	121,000
Strawberries	2002	720	720	21.540	15,509	Ton	1,084.30	16,816,000
	2001	725	725	28.620	20,750	Ton	853.39	17,707,000
Valencia Oranges	2002	402	340	13.400	4,556	Ton	99.00	451,000
	2001	351	340	19.210	6,531	Ton	75.00	490,000
English Walnuts	2002	2958	2,638	0.370	976	Ton	920.00	898,000
	2001	2595	2,335	0.450	1,051	Ton	1,040.00	1,093,000
Miscellaneous*	2002	2974	2,784					8,228,000
	2001	2430	2,225					7,225,000
TOTAL Fruit & Nut Crops	2002	41,334	36,210					\$163,173,000
	2001	38,470	31,281					\$182,415,000

* Almonds, Apricots, Asian Pears, Black Walnuts, Bushberries, Cherries, Feijoas, Grapefruit, Horned Melons, Kiwis, Limes, Navel Oranges, Nectarines, Olives, Peaches, Pears, Pepinos, Persimmons, Pistachios, Pomegranates, Quince, Table Grapes, Tangelos

Vegetable Crops



Masaji Eto tending the family crop in the early 1950s. Photo courtesy of the Eto family.

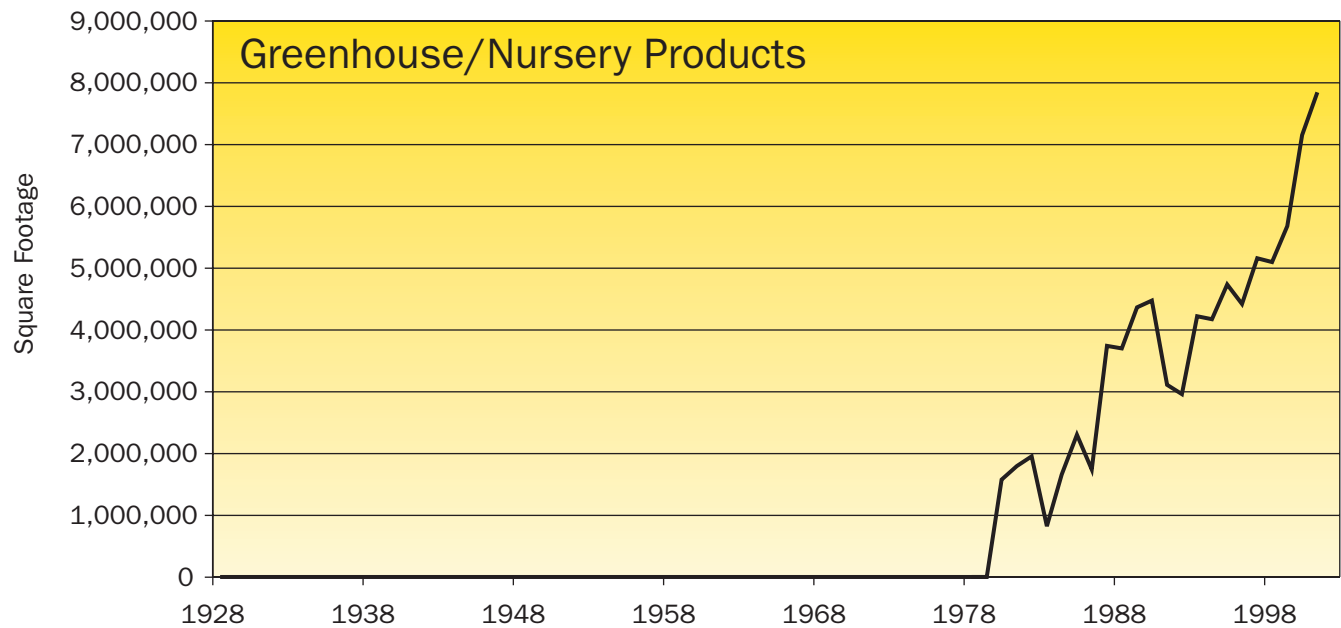


Crop	Year	Harvested Acreage	Production Per Acre	Total	Unit	Per Unit	Total
Beans (Green)	2002	149	399.0	59,451	30#	\$11.09	\$659,000
	2001	340	470.0	159,800	30#	\$5.78	\$924,000
Bell Peppers	2002	870	925.0	804,750	30#	6.31	5,078,000
	2001	993	854.0	848,022	30#	3.72	3,155,000
Broccoli (All)	2002	10,988	660.0	7,252,080	23#	6.18	44,818,000
	2001	10,002	631.0	6,311,262	23#	5.69	35,911,000
Cabbage	2002	1,269	816.0	1,035,504	45#	6.67	6,907,000
	2001	942	822.0	774,324	45#	5.97	4,623,000
Cauliflower	2002	2,421	685.0	1,658,385	25#	6.47	10,730,000
	2001	2,438	627.0	1,528,626	25#	6.52	9,967,000
Celery	2002	1,074	1,154.0	1,239,396	60#	6.04	7,486,000
	2001	1,388	1,114.0	1,546,232	60#	7.66	11,844,000
Lettuce, Head	2002	6,831	696.0	4,754,376	50#	5.57	26,482,000
	2001	6,844	681.0	4,660,764	50#	6.54	30,481,000
Lettuce, Leaf	2002	2,466	820.0	2,022,120	25#	7.42	15,004,000
	2001	2,534	773.0	1,958,782	25#	5.77	11,302,000
Oriental Vegetables	2002	1,543	806.0	1,243,658	80#	8.59	10,683,000
	2001	1,105	829.0	916,045	80#	9.94	9,105,000
Peas, Edible Pod	2002	1,906	590.0	1,124,540	10#	9.09	10,222,000
	2001	2,924	588.0	1,719,312	10#	9.36	16,093,000
Spinach	2002	335	837.0	280,395	20#	6.34	1,778,000
	2001	335	730.0	244,550	20#	5.75	1,406,000
Squash	2002	323	958.0	309,434	30#	6.02	1,863,000
	2001	486	639.0	310,554	30#	4.66	1,447,000
Tomatos**	2002	27	2,595.0	70,065	20#	15.30	1,072,000
	2001	58	1,217.0	70,586	20#	17.47	1,233,000
Miscellaneous*	2002	3,000					13,905,000
	2001	3,245					15,040,000
TOTAL Vegetable Crops	2002	33,202					\$156,687,000
	2001	33,634					\$152,531,000

* Anise, Artichokes, Beets, Brussel Sprouts, Carrots, Chard, Chili Peppers, Cilantro, Cucumbers, Endive, Escarole, Fava Beans, Garlic, Herbs, Kale, Leeks, Mushrooms, Onions, Parsley, Parsnips, Potatoes, Pumpkins, Radishes, Rhubarb, Sweet Corn, Tomatillos, Watermelons

**Includes greenhouse grown tomatoes

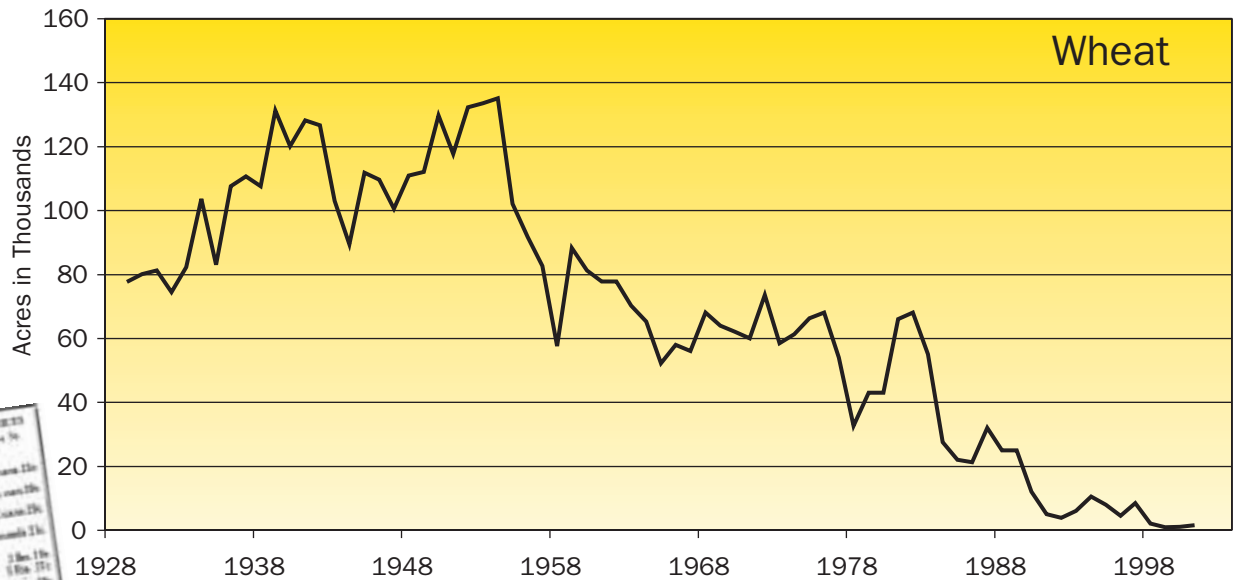
Nursery Products



Crop	Year	Field Production (acres)	Greenhouse Production (sq ft)	Value
Bedding Plants, Sod, & Ground Cover	2002	62	192,000	\$12,340,000
	2001	48	191,500	\$10,349,000
Christmas Trees, Cut	2002	20		286,000
	2001	16		212,000
Cut Flowers (Field)	2002	318		8,955,000
	2001	324		9,124,000
Cut Flowers (Greenhouse)	2002		3,000,000	15,010,000
	2001		3,124,800	16,020,000
Fruit-Nut Trees & Vines	2002	21	22,500	2,800,000
	2001	25	106,000	1,700,000
Indoor Decoratives	2002		2,774,000	26,000,000
	2001		2,641,319	27,290,000
Outdoor Ornamentals	2002	57	22,000	4,140,000
	2001	54	108,600	4,263,000
Vegetable Transplants	2002	24	1,605,000	25,330,000
	2001	24	1,366,365	21,358,000
Miscellaneous*	2002	500	397,000	2,516,000
	2001	16	304,000	592,000
TOTAL	2002	1002	6,844,000	\$97,377,000
Nursery Stock	2001	507	7,842,584	\$90,908,000

*Bulbs, Cacti, Herbs, Propagative plants, Scion wood, Seed, Specialty plants, Succulents

Field Crops



Total Agricultural Acreage in San Luis Obispo County

2002 1,177,988 acres
2001 1,186,711 acres



Crop	Year	Acreage		Production		Unit	Value Per Unit	Total
		Planted	Harvested	Per Acre	Total			
Alfalfa Hay	2002	3,000	2,900	6.80	19,720	Ton	\$125.00	\$2,465,000
	2001	3,150	3,150	7.62	24,003	Ton	\$128.00	\$3,072,000
Barley	2002	24,000	15,600	1.10	17,160	Ton	97.00	1,665,000
	2001	26,100	20,600	0.74	15,244	Ton	94.00	1,433,000
Garbanzo Beans	2002	400	400	12.00	4,800	Cwt	22.00	106,000
	2001	500	500	12.00	6,000	Cwt	26.90	161,000
Grain Hay**	2002	25,000	18,750	2.30	43,125	Ton	90.00	3,881,000
	2001	20,500	20,100	2.35	47,235	Ton	105.00	4,960,000
Grain Stubble (Grazed)	2002		40,000			Acre	5.00	200,000
	2001		45,000			Acre	5.10	230,000
Irrigated Pasture	2002		2,500			Acre	170.00	425,000
	2001		2,700			Acre	160.00	432,000
Rangeland, Grazed	2002		1,020,000			Acre	6.50	6,630,000
	2001		1,020,000			Acre	6.40	6,528,000
Safflower	2002	750	700	0.37	259	Ton	150.00	39,000
	2001	820	800	0.39	312	Ton	190.00	59,000
Miscellaneous*	2002	3000	1,600					184,000
	2001	1750	1,250					150,000
TOTAL	2002	56,150	1,102,450					\$15,595,000
Field Crops	2001	52,820	1,114,100					\$17,025,000

* Oats, Straw, Sudangrass, Wheat

**Includes winter forage

San Luis Obispo County Department of Agriculture Financial Report, Fiscal Year 2001-2002

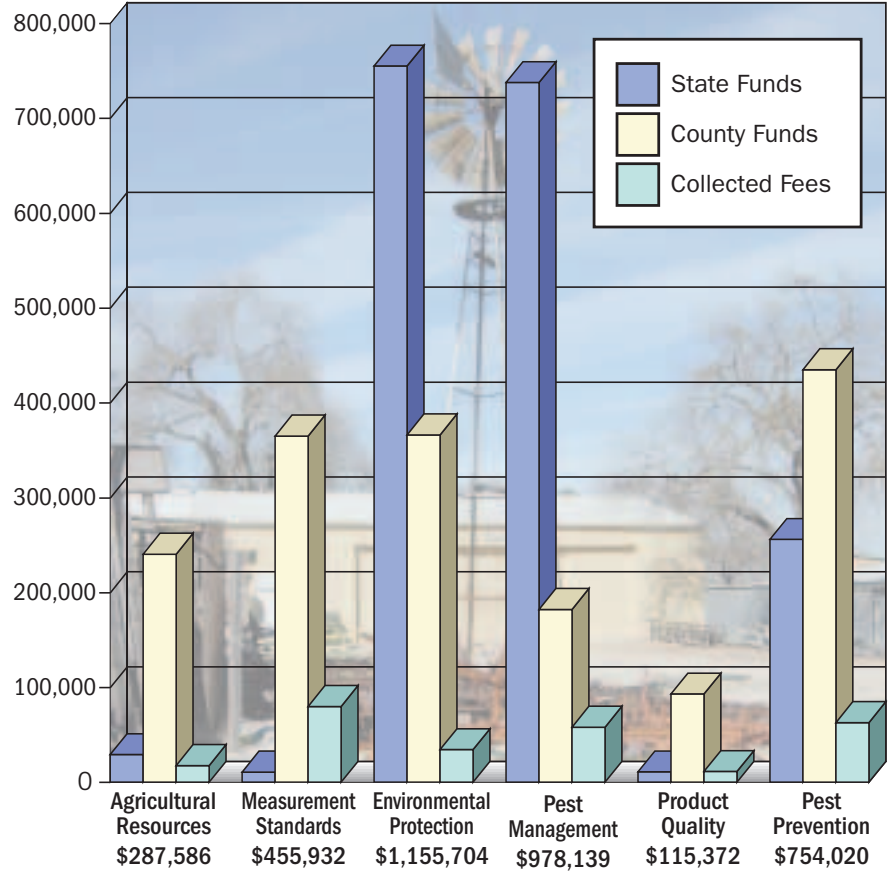
Revenue	\$3,746,753	
General Funds	1,287,675	34%
State Funds	1,800,017	48%
Collected Fees	264,597	7%
Overhead	394,464	11%



Expenditures	\$3,746,753	
Salaries & Benefits	2,776,132	74%
Services & Supplies	570,275	15%
Overhead	394,464	11%
Equipment	5,882	<1%

Funding Sources	\$3,746,753.00
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Agricultural Resources	\$287,586	
State Funds	29,240	10%
County Funds	240,588	84%
Collected Fees	17,758	6%
Measurement Standards	\$455,932	
State Funds	10,914	2%
County Funds	365,122	80%
Collected Fees	79,896	18%
Environmental Protection	\$1,155,704	
State Funds	755,001	65%
County Funds	366,222	32%
Collected Fees	34,481	3%
Pest Management	\$978,139	
State Funds	737,717	75%
County Funds	182,307	19%
Collected Fees	58,115	6%
Product Quality	\$115,372	
State Funds	10,999	10%
County Funds	93,028	81%
Collected Fees	11,345	10%
Pest Prevention	\$754,020	
State Funds	256,145	34%
County Funds	434,872	58%
Collected Fees	63,003	8%





PIGGY WIGGLY

Specials For Saturday, January 10

<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> HILL'S BLEND COFFEE 1 lb. can 38c 2 lb. can 74c <small>(1 can 4 sold)</small> </div>	Crisco, 3 lb. can 69c <small>(1 lb. measure 1 can 1/2)</small> 3 pkgs. 23c <small>All Flavors - America's Quickest Setting Gelatin Dessert</small> <small>Prepared by The Nests (Manufactured Since 1900) Boston, U.S.A. - Sold in 1 lb. and 3 lb. cans - 100% Pure Gelatin</small>	
Del Monte Peaches, No. 2's can 19c <small>(1 1/2 Dozen 1 lb. Cans 19c - 30 Cans 4)</small> Golden Rice Tapioca, 10 pkgs. 11c <small>(Cooked and Flavored - 1 lb.)</small> Guinandelli's Chocolate, 1 lb. can 29c <small>(Milk Chocolate - 1 lb. can)</small> Clorox, large bottle 23c <small>(Bleach - 1 lb. bottle - 1 lb. can)</small>	Lux Flakes, 1 lb. pkg. 23c <small>(1 lb. All Fat - 1 lb. can - 1 lb. can)</small> Argo Tapioca, No. 1 can 8c <small>(1 lb. can - 1 lb. can - 1 lb. can)</small> Light House Cleaner, 3 cans 13c <small>(1 lb. can - 1 lb. can - 1 lb. can)</small> Chinese Noodles, 1 lb. pkg. 05c <small>(1 lb. can - 1 lb. can - 1 lb. can)</small>	
<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> SEAR'S ROAST lb. 20c Rib Steaks lb. 32c <small>(1 lb. can - 1 lb. can - 1 lb. can)</small> </div>	Sperry's Drifted Snow Flour 24 1/2 lb. sack 89c 49 lb. sack 11c Fresh Ranch Eggs, doz. 27c <small>(12.5. Extra Large - 1 doz.)</small> Butter, lb. 30c <small>(1 lb. can - 1 lb. can - 1 lb. can)</small>	
Boneless Corned Beef, lb. 22c <small>(1 lb. can - 1 lb. can - 1 lb. can)</small> Lean Pork Roast, lb. 25c <small>(1 lb. can - 1 lb. can - 1 lb. can)</small> Shortening, 8 lbs. 11c <small>(1 lb. can - 1 lb. can - 1 lb. can)</small> Sliced Bacon, 1 lb. 35c <small>(1 lb. can - 1 lb. can - 1 lb. can)</small>	Oranges, 2 doz. 27c <small>(1 lb. can - 1 lb. can - 1 lb. can)</small> Apples, 5 lbs. 15c <small>(1 lb. can - 1 lb. can - 1 lb. can)</small> Onions, 5 lbs. 13c <small>(1 lb. can - 1 lb. can - 1 lb. can)</small> Grapefruit, 4 for 17c <small>(1 lb. can - 1 lb. can - 1 lb. can)</small>	

100¢ Store St.
100¢ Store St.
100¢ Store St.

Advertisements from the early 1930s promoted a new and modern approach to grocery shopping featuring, low prices, one-stop convenience, quality products, and occasionally, free samples!.

ONE STOP...
AT THE
OLD TOODY
SHOP

PIONEER

DRIVE-IN-MARKET

Marzo and Marsh
**GROCERIES... BAKERY
DELICATESSEN
FRUITS... VEGETABLES... MEATS**

DRIVE IN OR WALK IN—
SAVE TIME AND
MONEY

San Luis Obispo joins other modern cities with the modern Drive-in Market
and Opening Friday morning of this new Market featuring the new and modern method of doing business — Drive right in — Pads while you shop!
at all your needs at one stop! Pioneer Prices will be San Luis Obispo's lowest prices — New Market! New Goods! New Low Prices!

FOOD SHOP—FREE SAMPLES

Follow the Search Light.
Free Baked Beef Dinner and
Other Samples
Get Your Free Tickets

GROCERY Dep't OPENING BARGAINS

Brooms 10c

1 regular life value broom for 10c
1 doz. = \$1.00

Delicatessen Dept.

One Day One Price Every Item Reduced to its
lowest at this special Delicatessen Department.
The largest display of fresh, variety and ready to
eat delicatessen has this day. See this — March 21
— DRIVE IN and get convinced.

GYANINNE Cottage Cheese 1 lb. 10c	DEL MONTE SALAD POINTS 1 lb. 10c
HERPILLA MADE SAUCE 1 lb. 10c	CAMPBELL SOUPS 1 can 10c
WESLON OIL 1 qt. 10c	DEL MONTE COBB 1 lb. 10c

DELICATESSEN DEPARTMENT

LIC CAREN SYRUP 1 bottle 10c	ITCHIE'S PEACH PRESERVE 1 jar 10c
ELLINGER'S LUCID PLAIN 1 jar 10c	ELLINGER'S LUCID PLAIN 1 jar 10c
ELLINGER'S LUCID PLAIN 1 jar 10c	ELLINGER'S LUCID PLAIN 1 jar 10c

At Least a Place to Park

FOLLOW THE BIG SEARCHLIGHT!
MUSIC AND ENTERTAINMENT!

CANE SUGAR 1 lb. 10c	BEEL 1 lb. 10c
DEL MONTE CATSUP 1 jar 10c	DEL MONTE SUGAR PEAS 1 lb. 10c
DEL MONTE SUGAR PEAS 1 lb. 10c	DEL MONTE SUGAR PEAS 1 lb. 10c
CANNED MILK 1 can 10c	BOTTLE CAPS 1 doz. 10c
PAULI OLEO SOAP 1 bar 10c	SPRING CLOTHES RAGS 1 doz. 10c
ARMEDS CORN BOO 1 can 10c	SCOTT TISSUE 1 box 10c

GRAND OPENING

FRIDAY MORNING

TWO HOURS OF ENTERTAINMENT

FRIDAY AND SATURDAY

FOLLOW THE CROWD

TO THE CROWD

The entrance to the Pioneer Drive-In Market will
be opened and entered by automatic slides, which
will be the first thing and opening this market in



San Luis Obispo County
Department of Agriculture / Weights and Measures
2156 Sierra Way, Suite A
San Luis Obispo, CA 93401